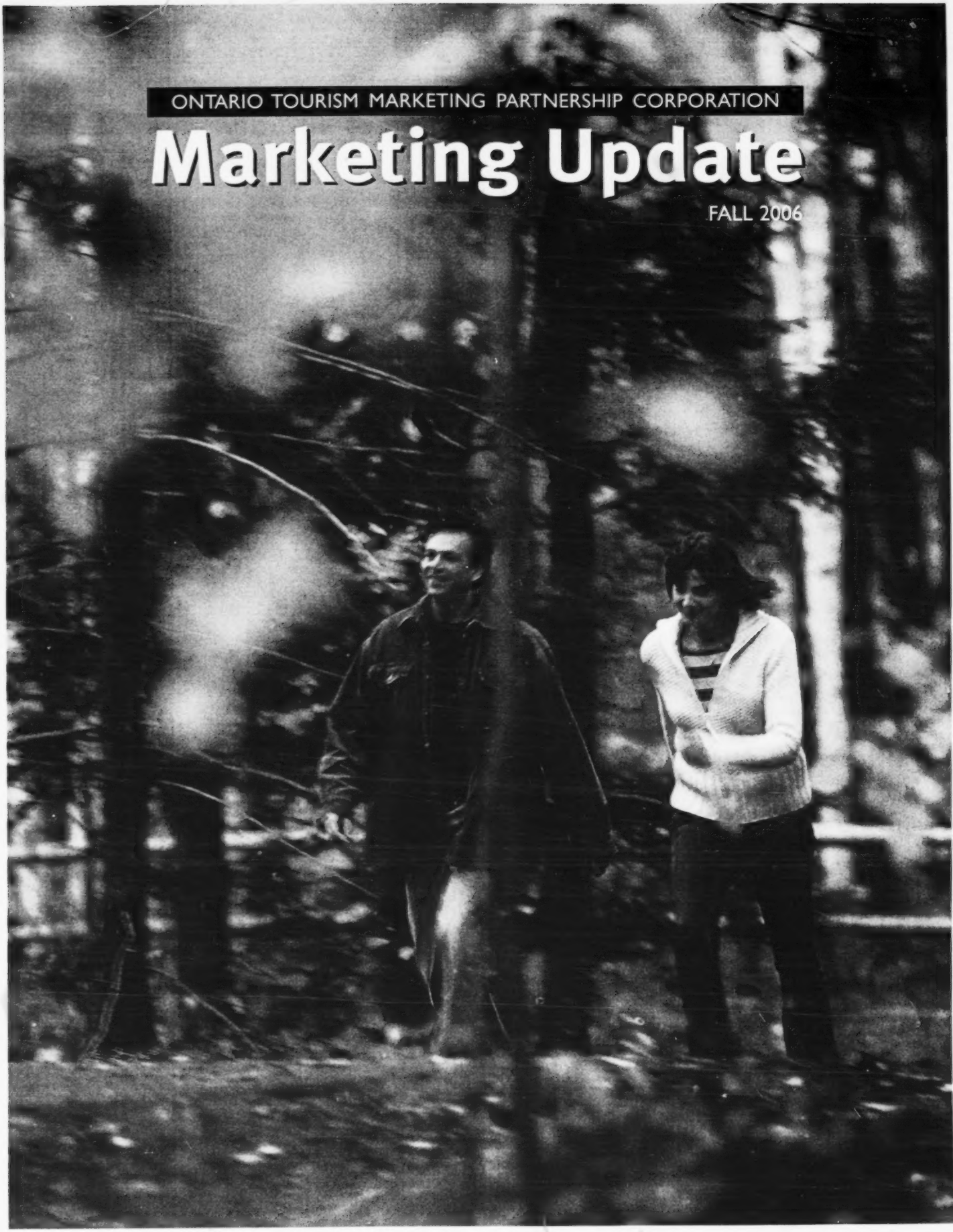

ONTARIO TOURISM MARKETING PARTNERSHIP CORPORATION
Marketing Update
FALL 2006

Marketing Update

Message from the President and CEO

I am absolutely delighted to be part of the Ontario Tourism Marketing Partnership Corporation and play my part in helping to grow Ontario's tourism industry. I am a strong believer in leveraging partnerships so that our industry can find the best efficiencies in our marketing efforts. Working together we can deliver effective and innovative partnership programs and approaches. Currently, the OTMPC team is working on setting short and long-term priorities that will enhance our province's profile and make the world sit up and take notice of Ontario.

Since my arrival in late-August, I have been actively discovering Ontario personally through travel as I attend meetings with committees and industry representatives. I've been doing a lot of listening so that I can understand our challenges and opportunities.

I am already a big Ontario booster, having joined OTMPC from the Ministry of Economic Development and Trade where I helped expand Ontario's international presence by opening new marketing offices in Tokyo, London, New Delhi and Los Angeles.

Selling Ontario as the world's leading destination is the top job we share. We take a back seat to no one when it comes to the natural, economic and heritage strengths that make a destination a great place to live and visit. Our challenge, though, is to determine how to get into people's attention spans, into their conversations and travel decision-making.

We are all aware of the competing product messages that bombard consumers every day. To break through, we have to engage our collective power of ideas, ingenuity and creativity. There is much to do to elevate the profile of Ontario and to set common goals to grow travel revenues.

Networks have always been the basis of great communication and the ultimate network is composed of industry operators. One of my key objectives is to strengthen communication with you. And to make our communication tools and techniques more innovative.

Our greatest tourism asset is people. This is why I am thrilled to participate in the upcoming Ontario Tourism Marketing Summit. As your partner in 'getting the word out on Ontario', I can assure you that it will be the first of many opportunities to share entrepreneurial ideas and aspirations with industry marketers. I am very much looking forward to meeting you there.

Robin Garrett
President and CEO

In Memoriam

Ted Day, Director of Northern Tourism Marketing for OTMPC, passed away on August 14, 2006.

An invaluable member of the OTMPC team for four years and based in Callander, Ontario, Ted was well-known and highly respected, especially in Northern Ontario. As the face of tourism in the north, Ted's strong community involvement and affable presence resulted in numerous successful OTMPC northern marketing initiatives. In recent years, Ted was instrumental in overseeing the transition of northern marketing responsibilities from the Northern Tourism Marketing Corporation to OTMPC, establishing the Sault Ste. Marie northern office, working closely with the northern committee and developing prominent angling and snowmobiling programs to help market Ontario's north.

A former Reeve of Nipissing Township and owner of Lake Nipissing's Waltonian Inn before joining OTMPC, Ted also served as Board Member and Executive Director of the Almaguin-Nipissing Tourism Association. He was an avid outdoorsman and snowmobiler, serving as club volunteer for the Ontario Federation of Snowmobile Clubs.

His gentle attitude and gracious manner will be sorely missed.

Donations can be made to the TED DAY MEMORIAL FUND, planned to support tourism education. Individuals can mail their cheques payable to 'Ted Day Memorial Fund' to Ontario's Near North, P.O. Box 351, North Bay, Ontario P1B 8H5.

From left: Ted Day with OTMPC northern office staff members Jim Grayston and Claude Aumont (Julie Larstone absent) at the recent staff day in Toronto.

Connecting With Stakeholders

More than 20,000 people attended Canada Day in Mackinaw City, Michigan.

From left: Bill Kenny, OTMPC's VP, Industry Relations & Corporate Communications and Terry Mundell, President & CEO, Ontario Restaurant, Hotel and Motel Association, at the summer campaign launch in Toronto.

OTMPC's Sandra Rice and Receptour Canada's Enrico Fusco at OTMPC's summer Quebec campaign launch in Montreal.

German print and television media reps rest at Algonquin Outfitters during coverage of the OTMPC/CTC partnered 'Clever Women' campaign.

Ottawa Tourism's Karen Squires is paired with Chef Verati of Le Cordon Bleu, Ottawa, during the recent Ontario Distinctive Getaways demonstrations and tasting at Toronto's Summerhill LCBO Wine Fair.

Energy Minister Dwight Duncan (centre) is flanked by local dignitaries at Pontiac, Michigan's Arts, Beats and Eats Festival. Minister Duncan participated in the second year of OTMPC's partnered presence at this Labour Day weekend event attended by more than one million people.

OTMPC and its partners again participated in Pontiac, Michigan's Arts, Beats and Eats Festival over Labour Day weekend where 'Ontario Showcase' was one of the major attractions. Supported by travel trade, media and public relations activities, this unique event allowed couples and families one-on-one interaction with many wonderful Ontario experiences. Four big top tents highlighting such partners as VIA Rail, Tourism Toronto, Niagara Falls and Northern Ontario demonstrated to visitors that Ontario is a fun, easy, diverse and dynamic place to discover.

Summer Campaign Launch

OTMPC Board Chair William M. Duron introduces the summer campaign at the Liberty Grand.

U.S. and domestic summer campaigns unveiled

In May, surprisingly unique Ontario destinations featured in OTMPC's summer U.S. and domestic marketing campaigns were revealed to industry partners and media at Toronto's Liberty Grand.

Some 150 stakeholders attended the launch where OTMPC Chair William M. Duron and Tourism Minister Jim Bradley addressed the group.

From left: Rod Seiling, President, Greater Toronto Hotel Association, Tourism Minister Jim Bradley and Bruce MacMillan, President & CEO, Tourism Toronto at the launch.

"This province is a great place for family summer vacations and Ontario delivers just that," said Mr. Duron. "Our new campaign encourages residents to explore and discover the many new and wonderful experiences we have here at home."

Television, radio and billboard advertising appeared throughout Ontario and was customized for select U.S. markets. All communications drove consumers to **www.ontariotravel.net.**

The campaign earned more than 25 domestic and U.S. media and web reports, including CP 24, *Toronto Sun*, CFRB, *Travel Press*, *Marketing*, *Adnews* and some Metroland papers.

Quebec summer campaign

Also in May, OTMPC's Quebec summer marketing campaign was revealed in Montreal to tourism stakeholders and Quebec media. 'Teaser' billboards across the city with images of secluded islands, beautiful beaches and colourful festivals promoted an exotic land called 'Toarino'. The letters were rearranged to reveal the mystery destination was Ontario.

Focusing on affluent French-speaking families and couples, it presented Ontario in an intriguing new light by highlighting unique experiences. The campaign created excitement and delivered the message that surprising discoveries can be found in nearby Ontario.

To develop this 'made-for-Quebec' campaign, OTMPC worked closely with a Quebec Task Force comprised of tourism industry stakeholders and lead by Board Director Michel Gauthier.

The campaign featured radio, billboard, mobile signage and restaurant promotion in the Greater Montreal area and drove consumers to the **www.toarino.com** website which received more than 62,000 visits.

Natalie Levesque, (from OTMPC's Montreal advertising agency) presents Ontario's 'made-for-Quebec' campaign.

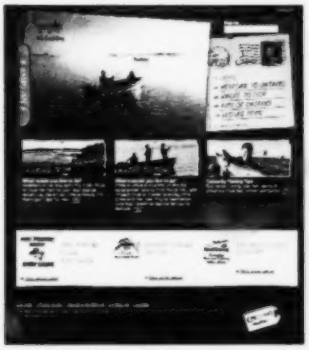
Media interest continued over the summer with more than 20 major print and broadcast items, including *La Presse, Le Droit, Journal Des Affaires*, and CBC French radio and TV. More than 30 web and blog postings also appeared.

Ontario's summer 'mystery' campaign in Quebec – before and after.

Northern Ontario

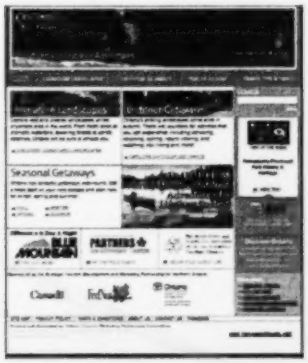
Northern Office gears up

A new angling program will launch mid-October and run until April in Ontario, Michigan, Wisconsin, Minnesota and Pennsylvania. The campaign includes specialty magazines such as *Ontario Out of Doors, Outdoor Canada, In Fisherman* and *Midwest Outdoors* and broadcast of existing fly-in, lodge and trophy fish commercials on niche angling TV shows. All advertising will drive consumers to the refreshed **www.ontariotravel.net/gofish** website. The Gofish brand will also be prominent at six consumer shows in border states and Quebec and at Toronto's Sportsmen's Show and Spring Fishing Show.



www.ontariotravel.net/gofish

Jim Grayston (left) of OTMPC's northern office and Canadian Sport Fishing's Tony Brecknock encourage proper technique at the 'fishing simulator' in Mackinaw City, Michigan.



www.ontariotravel.net/outdoor

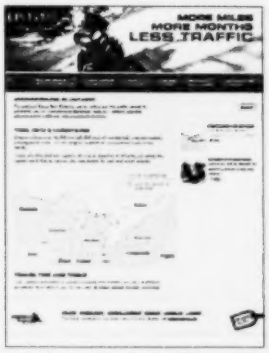
A new hunting website with over 60 initial package listings, developed with Northern Ontario Regional Tourism Associations (NORTAs), has a planned fall launch and will initially be promoted through targeted emails and at consumer shows.

OTMPC and the Ontario Snow Resorts Association (OSRA) will produce the 2006-07 Winter Guide featuring the wide range of outdoor activities available across the province. Interested industry suppliers can download the 2006 edition from **www.ontariotravel.net**.

OTMPC will again partner with OSRA at the Toronto Ski, Snowboard and Travel Show in October with a call-to-action to the outdoor website (**www.ontariotravel.net/outdoor**).

The 2007 Great Ontario Outdoor Adventure Calendar will be produced this fall and distributed in the December/January 2007 edition of *Canadian Geographic Magazine*.

Snowmobile Paradise Ontario clears the trail



www.ontariotravel.net/snowmobile

Snowmobile Paradise Ontario (SPO) is OTMPC's provincial snowmobile marketing program promoting Ontario's interconnected snowmobile trails. This year, the program will focus on Ontario, Quebec and U.S. border markets. With more than 50,000 visits to the website last winter, all advertising will again drive consumers to **www.ontariotravel.net/snowmobile**, which includes a strong contest call-to-action and free stakeholder package listings.

A subscription-based campaign will appear in various snowmobile magazines in the U.S. and Canada from October–January. Television advertising from November–March will promote trail riding, supplemented by an email campaign to avid enthusiasts and targeted online ads.

With NORTA partners, the program also includes attendance at nine snowmobile consumer shows and an aggressive FAM tour program that should result in eight print articles and eight television segments profiling Ontario destinations with a website call-to-action.

Ted Day led the pack on a FAM tour last year for Superbike International magazine.

North America

Fall campaigns

Ontario's fall domestic campaigns promoted seemingly far-away destinations that are actually close to home to encourage visitors to discover the province's many unique experiences.

Launched in mid-September, it included two 15-second TV commercials promoting Ottawa, the Niagara wine region and 10 other fall experiences and ran province-wide for five weeks. Complementary 30-second radio spots were broadcast in select markets, along with 15-second spots sponsoring radio traffic reports in Toronto and Hamilton. Tourism messages also appeared on 150,000 coffee sleeves in high-end coffee locations in Toronto and Ottawa.

Fall television commercials highlighted Ottawa, the Niagara wine region and city and outdoor experiences.

The campaign directed at affluent couples also featured five-second brand spots, online promotions, banner advertising on websites and an Ontario getaway contest. In conjunction with CTV and Alliance Atlantis stations, such as Food Network, History Television, Life Network and HGTV, special Ontario trivia "Did you know?" spots asked viewers about the province and promoted the Fall Tour of Indulgence contest to win a weekend getaway. All communications drove consumers to the **www.ontariotravel.net** website.

www.ontariotravel.net/fall

The **www.ontariotravel.net/fall** website included four themes and related consumer package promotion: Come to the City, Get Outdoors, Relax and Indulge and Take a Tour. It was supplemented by fall festivals and events, a feature contest, consumer email and online/search engine marketing.

In the U.S., the campaign concentrated on Detroit, which has the largest, most affluent population of the border markets. NBC affiliate station Local 4 featured a contest giving viewers a chance to win a trip to 'Discover Ontario.' Promotional spots directed viewers to **www.ClickOnDetroit.com** where the grand prize included a visit to Casino Windsor, the CN Tower, and a sightseeing tour of Niagara.

Local 4 was there to catch it on camera with celebrity host Jason Curis, a former contestant on NBC's *The Apprentice*. Motor City's 'oldies' radio station 104.3 WOMC and Dick Purtan also promoted Ontario as part of vacation giveaways for listeners with four great prizes. Local 4 and other stations, including The Food Network, The Biography Channel and The Learning Channel also aired a new 15-second television spot that directed viewers to **www.ontariotravel.net**.

Coffee sleeve on a cup.

Advertising was also featured on 100,000 coffee cup sleeves in high-end Detroit cafés and a special sponsorship with the University of Michigan football team promoted Ontario as a great fall getaway destination at specific games through displays and onsite activities.

Online advertising also appeared on Detroit websites, including **www.TheWeatherNetwork.com** and a consumer email campaign promoting fall experiences and the Fall Tour of Indulgence contest on **www.ontariotravel.net**.

In Quebec, the fall 'Toarino' campaign promoted Ontario winery experiences and ran for five weeks in August–September on billboards and radio in the Montreal area, driving consumers to **www.toarino.com**.

North American Media Relations

National Geographic Traveler (inside page)

Cooking Light Magazine (inside page).

With over 70 U.S. and Canadian media trips throughout the province, Ontario garnered unprecedented journalistic attention from April–September. Articles from U.S. outlets including the *Chicago Tribune, New York Post, Washington Post, National Geographic Traveler, Paddler, Cooking Light*, and from Canadian outlets such as *Toronto Star, Toronto Sun, Destinations*, and *Calgary Herald* pushed PR media value results past $15 million from April–August. Television and radio coverage included NY 1 TV, CTV's Travel Show, WNED/PBS Buffalo, WDIV/NBC Detroit, CFRB, CBC/Radio Canada, and the popular Quebec reality show Occupation Double, which shot its season opener at Sandbanks Provincial Park.

In partnership with the CTC, a group of 10 hi-octane U.S. media jetted into Toronto to cover the Toronto International Film Festival. Media relations generated Detroit-based print, TV and radio coverage for the Ontario Showcase and provided critical support for the Detroit fall campaign's Channel 4 and 104.3 WOMAC on-air promotions.

Ontario's profile increases with MC&IT

Ontario was recently profiled at the Meeting Professionals International's (MPI) World Education Conference in Dallas, the American Society of Association Executives' (ASAE) Annual Meeting & Exposition in Boston and the Affordable Meetings – National

North America

Exposition & Conference in Washington, DC. OTMPC and partners will also be exhibiting within the Canadian Tourism Commission's Canada pavilion at EIBTM – the Global Meetings & Incentives Exhibition in Barcelona in late November.

On September 28, OTMPC and industry partners hosted a reception for association executives and planners attending the Canadian Society of Association Executives' (CSAE) National Conference in Edmonton.

Ontario will host a networking reception during the Professional Convention Management Association's (PCMA) Annual Meeting in Toronto from January 7–10, 2007. Notably the first time PCMA will hold its meeting outside the U.S., Ontario's meeting destinations will be profiled to more than 3,000 delegates.

North American Travel Trade

Yankee Holiday's 2006-07 brochure features Toronto, Ottawa and Niagara Falls packaged getaways.

AAA's brochure featured a variety of Ontario packages for families and couples.

Our travel trade initiatives and partnerships with the American Automobile Association (AAA) continue to evolve. Ontario AAA packages and editorial coverage appeared in the summer issues of *Going Places* and *AAA Living* distributed in New York State and Michigan. Circulation was almost two million with a PR value of more than $176,000 (CDN). Nine Ontario packages were featured in 10,000 copies of a booklet distributed in border markets.

Targeting the Fully Independent Traveller (FIT), OTMPC partnered with Yankee Holidays to increase overnight stays and 200,000 copies of their guide, emphasizing various Ontario mix-and-match options, were distributed to U.S. travel agencies.

OTMPC partners with WestJet

A Joint Marketing Agreement (JMA) was finalized with WestJet whereby Toronto, Ottawa and Hamilton will be promoted as destinations on WestJet collateral materials for flights originating in Halifax, Winnipeg, Calgary, Edmonton and Vancouver. Ontario will also be featured on WestJet's website and in targeted consumer 'Jetmail'.

Fall is Conference Time!

To help attract more group and FIT business, OTMPC attended the Student & Youth Travel Association Conference (Boston) in September and will be at the National Tour Association (Salt Lake City) and the Ontario Motor Coach Association (Toronto) conferences in November. In December, we will attend the United States Tour Operator Association Conference in Scottsdale, Arizona.

North American Trade Symposium

The North American Trade Symposium organized by OTMPC in Toronto on October 11 was attended by over 150 Ontario industry partners including DMOs, attractions and hotels. Information was shared on both group and FIT markets and the program focus addressed challenges, changes and opportunities in these markets. This one-day session featured presentations by the presidents of the National Tour Association, American Bus Association and the Ontario Motor Coach Association, as well as a panel that included a border market tour operator and domestic operator.

Toronto lands Ensemble conference

The 2006 Ensemble consortia annual conference is being held in Toronto from October 19–22 at the Fairmont Royal York with an attendance of 700 members, including agency managers and owners from the U.S. and Canada.

North American Partner Programs

Great Fall Drives gain speed

The *Great Fall Drives* brochure profiles Ontario getaway packages and unique touring ideas.

OTMPC's Great Drives fall routes increased to 20, with five new routes including Grand River Country, Sarnia-Lambton, York/Durham, Norfolk/Oxford/St.Thomas and Burlington/Oakville/Mississauga and new investment by Hertz Canada and the Ontario Accommodation Association. This fall, 66 experiences were profiled in the *Great Fall Drives* brochure and online at **www.ontariotravel.net/greatdrives**. As well, 200,000 brochures were distributed in *Good Times*, *Fifty+* and *Canadian Biker* magazines and through partners and OTICs. A fall contest promotion 'Tour of Indulgence' was integrated into the fall core program.

Destination Marketing Organization (DMO) involvement has proven invaluable with many partners incorporating program elements into their fall campaigns. Strategic partners like Resorts of Ontario and Ontario's Finest Inns further extended the program reach. At the recent 2007 planning meeting, 30 DMOs including representation from OTMPCs 'Cities of the North,' provided program feedback and heard research on the growing niche markets of motorcycle and RV touring. New opportunities were identified including innovative online tactics and further integration with partner programs.

(continued on page 11)

Overseas

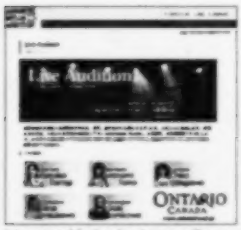
Asia-Pacific media is attracted to Ontario

From April-August, Asia-Pacific media relations results had a PR value of more than $8 million (CDN). OTMPC hosted 18 FAMs – 11 from Japan, two from South Korea, four from China and one from Australia. These included the Korea Gold Maple Couple visit, organized with the CTC. Celebrities Dr. James Hong, Dr. Esther Lyuh and their sons visited attractions in Kingston, Toronto and Niagara Falls while being filmed by Munhwa Broadcasting Corporation. They also renewed their wedding vows at the world's smallest chapel, Living Waters Wayside Chapel in Niagara-on-the-Lake. The two half-hour episodes broadcast in South Korea in June represented a PR value of more than $4 million (CDN).

Japan's BS TV crew stops to take in the view at Algonquin Provincial Park's interpretive centre with OTMPC's in-market rep Tomoko Otada (second from right) and Nature Trails' Jocelyn MacGregor and Robin Tapley (centre).

In June, OTMPC and CTC coordinated a 15-day visit by BS TV Japan. They covered Toronto, Ottawa and Niagara Falls, as well as Sault Ste. Marie, Agawa Canyon, Errington's Wilderness Lodge and Algonquin Park. (Thanks to our partners in the north!) They ended their trip with a zodiac ride in Georgian Bay, courtesy of Robin Tapley of Nature Trails. Footage will be featured in a two-hour special to air in October.

OTMPC also worked with the Ministry of Economic Development and Trade (MEDT) and OIMC Shanghai to bring two TV crews from the Chinese provinces of Zhejiang and Jiangsu. Both produced one-hour specials on Ontario's economic achievements and tourism highlights – Jiangsu TV's visit resulted in a 20th anniversary special commemorating the twinning of Jiangsu and Ontario. The crews visited Toronto, Niagara Falls, Bethune Memorial House in Gravenhurst, Kingston and Ottawa.



International finalists for the Japan Dream Audition

In September, OTMPC hosted a film crew from Iwate Menkoi TV for Japan Night at the Blue Jays game. They followed Mina Yasukawa, the winner of the Japan Dream Audition contest for amateur singers, as they visited Toronto and she prepared to sing the national anthem at the Rogers Centre. The winner was also filmed enjoying various attractions in Toronto and Blue Mountain. The resulting 85-minute show included a music video and was broadcast into nearly two million households in Japan, with an estimated PR value of $20 million (CDN).

Travel Trade closes the sale

In partnership with the CTC China, Air Canada, Fairmont Hotels, Deerhurst Resort, Hilton Niagara, Niagara Falls Tourism, Tourism Toronto and Ottawa Tourism, OTMPC hosted a Meetings Incentive Conventions & Events (MICE) familiarization tour with six planners from Beijing, Shanghai and Guangzhou. Long-haul destinations for Chinese incentive travel are becoming more popular and Canada is being considered as a likely destination for a number of large groups.

MC&IT trio planners from China enjoy Muskoka sunshine with John Bullock and Tammy Evers from Grandview Resort.

OTMPC will travel to Seoul to participate in Showcase Canada in mid-October. Organized by CTC Korea, one-on-one meetings with key tour operators and a media luncheon are planned. Following Showcase Canada, OTMPC, Tourism Toronto, Niagara Falls Tourism, Ottawa Tourism, the Hilton Niagara Falls, Westmont Hospitality Group and the Niagara Parks Commission will travel to Pusan to attend an Ontario workshop luncheon. For the third year, Ontario will make a formal presentation to Korean tour operators followed by discussion, networking and collateral distribution.

We will also attend Kanata, an annual trade show in Japan coordinated by the CTC. One-on-one meetings will take place in Tokyo, Osaka and Nagoya and be supplemented by networking opportunities. Staff will meet with more than 50 tour operators over the five days to discuss future partnerships.

European media stays busy

The European media team had a busy first quarter with 22 FAMs representing 45 media visiting Ontario from the UK, Germany and France. Highlights included the UK's Holiday Quiz, a 30-minute TV program that featured Toronto and Niagara Falls. Viewers and participants learned interesting destination facts with the winner receiving a seven-day trip to Ontario. Second quarter FAMs included Switzerland's *Touring and Wellness* magazines with travel to Muskoka, Killarney and Algonquin, and *Neue Züricher Zeitung* which travelled to Bayfield/Goderich, Tobermory and Manitoulin Island.

An outdoor media result from Germany's Hannoversche Allgemeine Zeitung

UK Travel Weekly's coverage of Ontario's cultural renaissance.

Overseas

OTMPC's Rey Stephen (centre in vest) and Moose Cree Outdoor Discoveries and Adventure's Clarence Trapper (right) introduced a traditional Cree camp stay in the James Bay Frontier to this UK media group.

Rudi Scherubel from Germany's *Trekker's World* travelled on the Polar Bear Express to Moosonee and Moose Factory and visited Cochrane, Timmins and the new Eagle's Earth Cree & Ojibway Historical Centre. Similar destinations were experienced by a UK group and a motorhome FAM from the Netherlands.

In addition, as a result of Mexican media calls, several articles on Ontario recently appeared in *El Economista, El Universal* and *Reforma.*

Very very clever

A CTC/OTMPC promotion 'Clever Women' targetted the emerging German demographic of young, urban active women who are 'trip decision-makers'. This multi-level marketing campaign involved German TV and print coverage of two female German celebrities who recently toured Ontario and participated in various activities while visiting Toronto, the Niagara region, Algonquin and Killarney provincial parks.

Similar in format to North America's *Entertainment Tonight*, the eight-minute broadcast on *Exclusiv* in July reached an audience of 750,000, with a PR value of $2 million (CDN).

German author Susanne Fröhlich (left) and Berlin restaurant owner, chef and television show host Sarah Wiener enjoy the view atop the CN Tower. They travelled Ontario as part of the CTC/OTMPC Clever Women campaign.

Additional coverage was gained through *Kolnische Rundschau, Hamburger Abendblatt* and German news agency DDP which distributed Ontario information to local, regional and national daily newspapers across Germany. Editorial coverage also appeared on Travel-Topics (**www.Travel-topics.de**) with links to both **www.ontariotravel.net** and **www.cleverwomen.de** (approximately 50,000 users a month).

Promotion sponsors included Bionade Natural Lemonade Drinks, Sebamed Cosmetics, British Airways and Globetrotter Outdoor Clothing, which featured the campaign in their retail outlets, catalogue and website.

Coverage also supported five German tour operators, who in addition to their regular Ontario offerings, provided specific 'Clever Women' travel packages as part of their own promotions and on the 'Clever Women' website. This fall, OTMPC hosted a German FAM tour where 10 travel trade reps sampled elements of 'Clever Women' packages.

The front page of OTMPC's partnered UK fall campaign insert.

UK partnership continues

Last year's successful partnership with Tourism Toronto, Air Canada and UK tour operators targeting London's urban professionals is back. This multi-channelled, five-week promotion encouraging short break getaways was launched early September and included an eight-page insert, print, billboard and radio advertising. Combined with a favourable exchange rate and competitive package prices, luring consumers to Toronto for its attractions, entertainment, sightseeing and shopping (as well as Niagara Falls day trips) is proving highly effective.

There were steady enquiries at the Ontario booth at the Travelshop consumer show in Mexico City.

Mexico is getting hotter

OTMPC, CTC, provincial partners and Mexican tour operators wowed crowds at the Travelshop consumer travel show in Mexico City. With Canada featured at the show, Ontario played a significant role in trip auctions and other activities, while onsite tour operators actively closed consumer bookings.

U.K. international lure brochure cover.

Trade shows entice

OTMPC participated in Mexico's Conozca Canada and France's Top Resa trade shows in September and will also attend London's UK World Travel Market in November. International efforts are being enhanced with new promotional brochures for the UK, Germany, Mexico, France, Japan and Korea, with each market eventually having a designated-language microsite on OTMPC's main consumer site.

Germany competes for Ontario

The FVW counter trophy.

OTMPC, along with the German trade publication *FVW*, CTC, British Airways and Avis sponsored an innovative German travel trade competition. Some 1,200 travel agents gained knowledge of Canada as a destination through an intensive online contest. The top 40 agents won a trip to Ontario in September. Grand prize winners were announced following the FAM tour to Niagara Falls, Midland, Muskoka, Algonquin Park and Toronto.

OTICs

OTICs partner with City of Toronto

From left: Councillor Lindsay Luby, Chair of the City of Toronto Economic Development & Parks Committee, Tourism Minister Jim Bradley and Toronto Mayor David Miller celebrate OTIC's partnership with the City of Toronto.

As part of Canada Tourism Week celebrations, several new initiatives were unveiled at Toronto's Ontario Travel Information Centre (OTIC) by Tourism Minister Jim Bradley and Toronto Mayor David Miller. A mobile travel unit will travel across the city to promote Toronto and other provincial attractions and events. The Toronto OTIC's City of Toronto desk, a summer 2005 pilot project designed to bring to the centre specialized Toronto content, will now be a permanent fixture. Visitors will also find it easier to explore with 750,000 copies of a new city map distributed at information desks, hotels and shopping centres. The TAPintoTO! volunteer greeters program initiated last summer will continue making travellers welcome.

Canada Day in Mackinaw City, Michigan

On July 1 and 2, Sault Ste. Marie OTIC and OTMPC northern office staff, Algoma Kinniwabi Travel Association, FedNor, Northern Ontario Heritage Fund Corporation, Community Futures Development Corporation of Sault Ste. Marie, Tourism Sault Ste. Marie, Canada Customs, OPP, International Bridge Authority, Mackinaw Crossings, the Village of Mackinaw City and the Mackinaw Visitors Bureau brought tourism partners together to promote Ontario.

Sault Ste. Marie OTIC travel staff Melissa Slobodecki (left) and Angela Romano (right) flank an RCMP officer at Mackinaw City's Canada Day celebrations.

Five thousand Canadian flags adorned Mackinaw Crossings and more than 20,000 American visitors interacted with various private sector and government tourism representatives. Visitors had first-hand exposure to Ontario's diverse tourism product located just over the International Bridge.

Fall colour reports continue

With over 30 partnered 'spotters,' including the Ministry of Natural Resources, various Chambers of Commerce and Ontario Parks, the Barrie OTIC staff has a well-established process for identifying the changes and locations for spectacular fall colours. The popular Fall Colour Progress Report kicked into gear September 11 and will continue to October 26. Many travellers plan fall getaways based on these reports broadcast by Jack Lynch from the Barrie Centre or via download from **www.ontariotravel.net**. Media also find these reports valuable.

New this year is a regularly updated map developed by Ontario Parks showing fall colours across Ontario. The online maps are linked directly to OTMPC's fall colour report and appropriate Great Fall Drives and can be found at **www.ontarioparks.com**.

OTIC ad opportunities expanding

OTMPC continually seeks stakeholder advertising opportunities within its 18 centres. Together, they attract approximately 1.8 million visitors a year and are strategically located at border crossings and high-traffic tourist areas. Opportunities include backlit, freestanding and poster displays with significant open wall space available at select centres.

In mid-October, OTIC staff and the OSRA will again participate at the 35th Annual Toronto Ski, Snowboard and Travel Show at Exhibition Place. OTMPC's Jack Lynch and his wife Bonnie at last year's show.

(North America continued from page 7)

Ontario's Distinctive Getaways

The fall Distinctive Getaways program launched in early September in time for peak wine and culinary travel season. As part of LCBO's annual store-wide promotion of Ontario wines, the Wine Council and OTMPC took over Toronto's Summerhill LCBO for the Ontario Wine Fair. Over two September weekends, 40 wineries poured, while Savour Ontario chefs participated in wine/food pairing demonstrations.

The fall Distinctive Getaways brochure offers the best in wine, culinary and theatre experiences.

This fall, 450,000 copies of the *Distinctive Getaways* brochure were circulated in *FOOD & DRINK* and *Ottawa* magazines and TVO Members Guides. An email and Google ad word program are also part of the promotion with the contest closing in November.

Fall and Christmas theatre productions and wine country 'after the harvest' touring suggestions have been included to encourage shoulder season activity. The program also features Savour Insider's culinary tips, profiles of Ontario's culinary 'hotspots' and signature partner packages.

Resorts of Ontario builds brand

The Resorts of Ontario fall Great Escapes Guide.

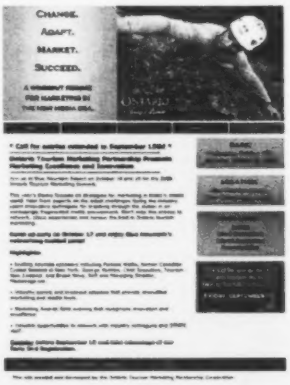
Resorts of Ontario continues to work with OTMPC to build brand awareness in new markets. The year-round fulfillment piece, *Great Escapes Guide*, has been supplemented by a seasonal leaflet that highlights natural-setting 'Great Drives' and fall getaways. Targeting affluent adults and young families and supported by web marketing, one million copies were inserted in late August into newspapers in the Greater Toronto Area, Hamilton, Kingston, London and St. Catharines.

Ontario Travel Discoveries Magazine

The fall *Ontario Travel Discoveries* magazine highlighted signature fall experiences such as hiking in Haliburton, food festivals, scenic train tours and great escapes to Norfolk County, the Kawarthas and Caledon. In mid-September, 200,000 copies were inserted in newspapers throughout Ontario.

Ontario Travel Discoveries fall magazine.

Second Ontario Tourism Marketing Summit



The Ontario Tourism Marketing Summit website.

The Ontario Tourism Marketing Summit takes place at the Blue Mountain Resort on October 18–19.

This year's conference theme "Change. Adapt. Market. Succeed. A Workout Regime for Marketing in the New Media Era" will feature keynote speakers George Hickton, Chief Executive, Tourism New Zealand and Pamela Wallin, acclaimed broadcaster and former Canadian Consul-General in New York.

Awards will be presented in seven categories: Best Tourism Advertising; Best Tourism Marketing Partnership; Best Marketing Initiative under $25,000; Best Interactive Marketing; Best Printed Collateral Material; Best Travel Journalism; and Best Travel Photography. Winners will be announced at the gala on October 18.

Summit highlights and award winners will appear in the next issue of *Marketing Update*.

OTMPC Staff News

Mary-Ann Lanyon joined OTMPC in May as the Vice President, Marketing and Sales. For the past eight years, Mary-Ann provided strategic marketing and communications leadership to a diverse client group, including Cara Operations Ltd., CIBC, Ogilvy Canada and the Brewers Association of Canada. Her prior experience included four years as the Director of Marketing for the Ministry of Tourism where she oversaw the domestic, U.S. and overseas markets.

In addition, Phillip McGlynn recently joined OTMPC as Director of North American Marketing.

OTMPC at Your Service

Sales Opportunities

OTMPC has exciting advertising opportunities for partners including those listed below. For further information, please contact **otmp.sales@ontario.ca**, toll-free at 1-888-365-4422 or visit our website at **www.tourismpartners.com**.

Our sales team is planning the 2007/2008 industry meetings schedule. Please contact us if you would like our participation in your event or industry meeting.

Program	Opportunity	Booking By	In Market
Publications			
Ontario Travel Discoveries (summer 2007 issue)	ad space	Oct. 11, 2006*	April 2007
*Materials due December 15, 2006			
Web/Microsites			
Hunting Microsite	banner ads	late Oct.	Nov. 2006
Consumer Website	banner ads, paid placements, premium listings	Feb. 07	year-round
Outdoor Microsite (spring/summer 2007)	banner ads	Feb. 07	year-round
Fishing Microsite (spring/summer 2007)	banner ads	Feb. 07	year-round
Summer 2007 Microsite	packages, banner ads, e-sponsorships	Feb. 07	April 2007
Other			
Ontario Travel Information Centres	backlits, wall ads, etc.	Dec. 06 June 07	year-round

Research

For border crossing monthly updates, please visit **www.tourismpartners.com**. To view the latest Travel Intentions Study, visit **www.tourism.gov.on.ca** and click on Tourism Research.

Consumer Travel Information

Visit **www.ontariotravel.net** or call 1-800-ONTARIO.

Ontario Travel Discoveries magazine

For editorial inquiries, please contact **nicole.leaper@ontario.ca** or 416-314-7378. The winter issue will be in market mid-November.

OTMPC's Call Centre

OTMPC invites industry partners to brief the 1-800-ONTARIO call centre staff on your products or services. Please call 416-325-6846 for more information.

OTICs

For brochure distribution opportunities at Ontario Travel Information Centres, please call 416-325-6656.

For advertising opportunities, contact Jack Lynch, Travel Promotion Officer at 705-725-7276 or **jack.lynch@ontario.ca**.

General Inquiries

Call 1-800-263-7836.